

## Message Text

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PAGE 01 CAIRO 16986 140952Z  
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E.O. 11652: N/A  
TAGS: BEXP, EG, TU, XF  
SUBJECT: OCTOBER 78 PLASTICS PRODUCTION EQPT VIDEO/CATALO  
- EXHIBITION

REF: USDOC 12444

1. ON TENTATIVE BASIS, BELIEVE CAIRO MIGHT BE APPROPRIATE SITE FOR SUBJECT EXHIBITION IN VIEW OF INCREASING ACTIVITY IN EGYPTIAN PLASTICS PRODUCTION INDUSTRY (SEE BELOW). EXTREMELY SHORT DEADLINE FOR RESPONSE REQUIRED BY REFTEL PRECLUDES DEFINITIVE ANSWER, HOWEVER, DUE TO LACK OF TIME TO EXPLORE CERTAIN LOGISTICAL QUESTIONS WHICH ARISE.

2. FIRST QUESTION HAS TO DO WITH NECESSARY VIDEO EQUIPMENT. TAPE DECKS AND MONITORING SCREENS ARE NOT READILY AVAILABLE IN CAIRO. USICA MAY BE ABLE TO LOAN ONE 525-LINE SET (ONLY ONE AT POST WITH FAIRLY LARGE SCREEN) FOR DAY OR TWO, BUT RENTAL OF OTHER SET LOCALLY NOT BELIEVED FEASIBLE. EXHIBITORS WOULD HAVE TO BRING ONE LARGE-SCREEN SET, AND POSSIBLY BOTH, WITH THEM.

3. AS USDOC AWARE, USG-OWNED EXHIBITION FACILITIES DO NOT EXIST IN CAIRO. WE WILL REQUIRE TIME TO EXPLORE AVAILABILITY AND COST OF HOTEL OR OTHER SUITABLE COMMERCIAL

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SPACE FOR PERIOD OF EXHIBIT. HOTEL SHERATON WINTER NIGHT CLUB OR BALLROOM, USED BY FEBRUARY 1978 MINING EQUIPMENT SEMINAR MISSION, WOULD BE ONE POSSIBILITY.

4. QUICK MARKET OVERVIEW INDICATES POSSIBLY INTERESTING EQUIPMENT SALES POTENTIAL. THERE ARE THREE RELATIVELY LARGE PUBLIC SECTOR AND ABOUT 200 SMALLER PRIVATE SECTOR

PLASTICS PRODUCTION FACILITIES IN EGYPT (87 IN CAIRO AREA). SOME 16 JOINT VENTURES IN FIELD HAVE BEEN SET UP UNDER FOREIGN INVESTMENT LAW. ITEMS MANUFACTURED INCLUDE PVC PIPES, INSULATING CONDUITS, WIRE, HOSES, CARPETS, CONTAINERS, FOOTWEAR AND VARIOUS SYNTHETIC MATERIALS. VALUE OF PRODUCTION REACHED LE 21 MILLION (\$30 MILLION AT PARALLEL RATE) IN 1977, UP FROM LE 18 MILLION IN 1976 AND LE 15 MILLION IN 1975. IMPORTS WERE NEARLY AS LARGE AS DOMESTIC PRODUCTION IN THOSE YEARS--LE 17 MILLION IN 1977, LE 14 MILLION IN 1976, LE 12 MILLION IN 1975-- WHEREAS EXPORTS WERE NEGLIGIBLE. TOTAL DOMESTIC MARKET 1977 FOR PLASTIC PRODUCTS THUS WAS ON ORDER OF \$54 MILLION (LE PRODUCTION AND IMPORT TOTALS CONVERTED AT PARALLEL RATE).

5. BEFORE WE COMMIT OURSELVES TO HOSTING EXHIBITION, CLARIFICATION IS REQUIRED FROM USDOC ON VIDEO EQUIPMENT QUESTION. PLEASE ADVISE. IF THAT PROBLEM IS MANAGEABLE AND CAIRO STOP CONSIDERED INTERESTING, WE WILL THEN LOOK INTO AVAILABILITY OF SUITABLE SPACE AND SUFFICIENCY OF PROPOSED BUDGET FOR LOCAL COSTS. EILTS

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